Group 2 - Taking CDRs from Data to Decisions

KEY SUMMARY POINTS

PI PERSPECTIVES

- Willingness to engage but the landscape is complex
    - How do I manage this interface? Is it part of my job? Some PI's are just scientists but they are keen to be supportive
- PI's do not know who is currently downloading their data from NCEI
    - Currently, there is a lack of interface back with PI's on what the demand characterization is --- need to improve this information content … potentially as the role of the broker
    - NCEI has more likelihood of being visible … so access of data is better obtained via NCEI...e.g. NCEI should invest in some marketing capabilities to help promote the data
    - Identify users at the beginning of the data development process
- PI asked for other venues (industry association for example) to participate in and with
    - Exhibit at AMS and AGU on ENGAGEMENT
- Opportunity to hold annual user conferences where the PI's at able to speak about their product and hear from users...but limited funding to attend non science conferences
- Challenge with the word "user" --- there are different views of a user (can be regional government, industry...PI's think of users as potentially from within the scientific community)
- FCDRs are science-focused and do not necessarily fit perfect in this engagement context: what will be the role of FCDRs if this is the future direction?
- Need for a broker … the data to decision path is daunting and enormous

BEST PRACTICES EXAMPLES

- NESDIS/STAR hosts conference of CDRs… opportunity to participate there as well as invite "users" to this science conference with a special focus towards business and industry
- They do currently ask the question of the user (PSDI process)
- Example of LandSat being used in 3rd world countries (e.g. USAID partnered with State Dept and NASA served as a broker to collaborate with local country universities and built teams to apply the dataset in various application contexts)...seems to have worked well.
- Copernicus Climate Services "looking to learn" ...mentioned looking to obtain lessons learned from their and US met services...to see how to establish a market and user community

SCIENCE QUESTIONS/DISCUSSION

- Before "scaling" many of the bias correction issues that are labor intensive and require further funding before it can applied in a local, regional or national scale
- Challenge with funding sources...however, funding available from World Bank, USAID

SUPPLY / DEMAND DISCUSSION

- Developing countries with no historical met information have a tremendous need and value for satellite observations and this should be explored (talked about Belize and Uttarakhand)
- NCEI Engagement has to improve its investment in serving as the broker of information between supply side of science and the demand side of customer requests
- PI's and scientists are generally willing to cooperate --- the job for the broker is to characterize the demand (e.g. via monthly newsletter or some summarization of customer demand)

WHAT'S NEXT / FUTURE DISCUSSIONS

- Challenge in the perspective:
    - Determine the demand per CDR
    - But a sector may need many of the CDRs
    - Challenge of balancing many to many vs. single to many however the use case applications are needed
- Focus on power users (many not have many users, but a few select users may be powerful enough to impact the economy or drive the science demand)
- How do we fulfill the demand of services needed for tailored products? Is NCEI or scientists responsible for providing this capability? Sounds like a need for service providers...but what and where is the investment?
- To exchange lessons learned with CCS --- can we designate a PoC to share lessons learned on engagement with CCS?

Opportunity for NCEI should engage with World Bank and USAID….